

Important City information available 24 hours by email and cell phone at www.nixle.com

New Face for Third Avenue



Improvements include new signs, widened pedestrian areas, and decorative pavers.



The City Council recently approved the Streetscape Master Plan for the Downtown Village section of Third Avenue. The plan area, located between E and H Streets, is designed as a place that exemplifies the historic character and architecture of the Village and envisions a vibrant mix of shopping, dining and pedestrian friendly businesses and activities built around the Village Center at Memorial Park. Through outreach meetings, where the community was encouraged to offer ideas and vote on preferences, the project team developed and presented its final recommendations for the Streetscape Master Plan. The team also presented its vision of ways which the Third Avenue Village and Memorial Park Plaza could be transformed over time into a vibrant hub for community activities and events.

The initial phases of the Streetscape Master Plan will be implemented over the next year and include: enhanced street paving at Memorial Park; shortened pedestrian street crossings, removal of existing planter boxes; new, expanded, and more open sidewalks; new landscaping, public seating areas; better lighting; directional signs; bike racks; and improved connections to parking east of Third Avenue. Construction will start in Summer 2011 and will be complete in Spring 2012.

The vast majority of costs for the project are being funded from grants strictly designated for this purpose. To review the entire project, visit www.thirdavenuestreetscape.org.



Contacts

Animal Care Facility

Animal Control 476-2476
Adoptions/Fostering 691-5123
Volunteering 691-5000
Online ACF [CLICK HERE](#)

City Clerk

691-5041

City Manager/Administration

Main Line 691-5031
Communications/Media Relations 691-5296

Code Enforcement

691-5280

Development Services

Land Development 691-5024
Building 691-5272
Planning 691-5101
Small Business Services 691-5248
Economic Development 409-5870
Redevelopment & Housing 691-5047
Redev. & Housing Online [CLICK HERE](#)

Finance

Main Line 691-5250
Purchasing 691-5141
Business Lic. Online [CLICK HERE](#)

Fire

Emergency 911
Main Line 691-5055
Prevention Division 691-5029
Prevention Online [CLICK HERE](#)

Human Resources

Main Line 691-5096
Job Hotline 691-5095
Volunteering 691-5000

Library

Civic Center Branch 691-5069
South Branch 585-5755
EastLake Branch 397-3980
Volunteering 691-5000
Online Branch [CLICK HERE](#)

Mayor & City Council

691-5044

Nature Center

Nature Center Online [CLICK HERE](#)

Police

Emergency 911
Report Crime/Dispatch 691-5151
Report Crime Online [CLICK HERE](#)

Public Works

Conservation Division 409-3893
CLEAN Business Program 691-5122
CLEAN Program Online [CLICK HERE](#)
Environmental Services 691-5122
Engineering 691-5021
Graffiti Hotline 691-5198
Graffiti IN PROGRESS 911
Household Hazard. Waste 691-5122
Park Reservations Online [CLICK HERE](#)
Storm Water Hotline 397-6000
Recycling/Solid Waste 691-5122
Service Requests 397-6000
Service Requests Online [CLICK HERE](#)

Recreation

Administration 409-5979
Recreation Online [CLICK HERE](#)
CV Woman's Club 691-5083
Heritage Center 421-7032
Loma Verde Center 691-5082
Loma Verde Pool 691-5081
Monteville Center 691-5269
Norman Park Center 691-5086
Otay Center 476-5325
Parkway Center 691-5083
Parkway Pool 691-5088
Parkway Gym 691-5084
Salt Creek Center 585-5739
Veterans Center 691-5260

Buff a Block

Are you tired of seeing graffiti on the walls, streets, sidewalks, signs and parks? Do you want to be part of a growing program that is doing something about it? Get a group of friends and/or neighbors together and become part of the "Buff a Block" program. Join volunteer groups such as Graffiti Busters, Turning The Hearts group, CV Peace group or create your own group in your own neighborhood. Get more information online at www.chulavistaca.gov.

On **April 9, from noon to 2 p.m.**, Graffiti Busters will be holding a clean up event at the following locations: *Casillas Elementary* at the corner of East H Street/Paseo de Rey, and at *South Bay YMCA Teen Center/Earth Service Corps*. For more information, contact Graffiti_Busters@cox.net or Nrodriguez@ci.chula-vista.ca.us.



Did You Know...

Engage in Your Community

Do you want to make a difference in your community? Become engaged and help influence public policy as a City Commissioner. Currently the City has over 10 vacant seats open on various commissions including but not limited to the Growth Management Oversight Commission, Boards & Appeals, Resource Conservation, Aging and Housing.

These valuable boards and commissions provide public input to City Council and facilitate quality decision-making. To be eligible to serve, you must be a Chula Vista resident and registered to vote in Chula Vista. Interested applicants, please complete an application online at www.chulavistaca.gov or at the City Clerk's office, 276 Fourth Ave. For more information, call (619) 691-5041.

Best Moms Essay Contest

Do you think you have the best mom around? Tell the world why and enter the Best Moms Essay Contest by Friday, April 15. Kids in grades 3 to 12 can explain why their moms are wonderful and become eligible to win prizes. For details on how to enter, visit www.thirdavenuevillage.com.

Upcoming Events

Earth Month Event Calendar:

Saturday, April 9 • 9 am - 4 pm

Spring Garden Festival

Water Conservation Garden, 900 Rancho San Diego Pkwy, El Cajon

Saturday, April 16 • 10 am - 2 pm

Go Green & Clean Family Day (In partnership with South Bay Family YMCA, Cycle EastLake, and Computers 2 SD Kids)
SDG&E® Lighting Exchange*

*Exchange up to 5 incandescent light bulbs and 2 halogen lamps per 12-month time frame. Bring valid CA ID and SDG&E bill.
Otay Ranch Town Center, Chula Vista
2015 Birch Road (at Olympic Parkway and EastLake Parkway)

Sunday, April 17 • 10 am - 5 pm

Earth Fair

Balboa Park, San Diego

Tuesday, April 19 • 4 pm

Earth Month Proclamation and Special Allied Waste Services CNG Fleet Presentation

Council Chambers, 276 Fourth Avenue, Chula Vista

Tuesday, April 19 • 5:30 pm

Furry Friends, Books, and Earthly Efforts Storytime

Presented by the Chula Vista Public Library
Otay Ranch Town Center, Fireside Lounge

Thursday, April 21 • 10 am

Allied Waste Services CNG Fleet Event
881 Energy Way, Chula Vista

Saturday, April 30 • 9 am - 12 pm

Creek to Bay Cleanup

Visit www.creektobay.org for info on the multiple sites.

Day of the Child

The Chula Vista Community Collaborative presents the 11th Annual Day of the Child event on **Saturday, April 30**. From **11 a.m. to 3 p.m.**, all are welcome to Memorial Park for a fun-filled day of activities and entertainment for children and their families. Don't miss it!

Chula Vista Community Fun Run

Registration is now open for the Third Annual Chula Vista Community Fun Run set for **Saturday, May 21**. Held at the inspirational U.S. Olympic Training Center, walkers, runners, families and kids are welcome to participate in this fun and engaging 5k event. Strollers and four-legged friends on leashes are welcome. To register, click [HERE](#).

